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62.09

New Flowers for Your 1953 Garden

Better Gardens

EVERYTHING TO MAKE THEM SO

CAMPBELL • LESH • AMBLER
2446 HUNTINGTON DR. SAN MARINO

Postmaster: Form 3547 Requested.



ROYAL CARPET ALYSSUM
1953 All-America Selections
Winner. Pkt. 25c

Sec. 34.66 P. L. & R.
U. S. POSTAGE

PAID

Permit No. 570
SAN MARINO, CALIF.



Better Flower Seeds---BETTER GARDENS

- (a) is for Annuals, which bloom the first season and then die.
- (p) is for Perennials, which grow and bloom for many years.
- (b) is for Biennials, which do not bloom until the second season, then die.
- (c) is for Climbers.
- (g) is for ground covers; quick, low annuals usually sown where they are to bloom.
- (w) is for Wild Flowers, which are California natives, best grown where they are to bloom.

AGERATUM (a). Midget Blue: 3 in. **Pkt. 15c.**

ALYSSUM (a). Carpet of Snow: 3 in.; white. **Pkt. 10c.** Violet Queen: 5 in. **Pkt. 15c.**
See Alyssum under Novelties.

ALYSSUM SAXATILE (p). Yellow. **Pkt. 10c.**

ARCTOTIS HYBRIDS (ap). African Daisy. **Pkt. 15c.**

ASTER (a). Calif. Giant; curly-petaled doubles; Pink, Rose, Light Blue, Purple, White, or Mixed. **Pkts. 15c.** Early Beauty: Huge incurved doubles; mixed. **Pkt. 15c.** Princess: anemone-centered; mixed. **Pkt. 15c.** Giant Calif. Sunshine: single, starry-centered; mixed. **Pkt. 15c.** Rainbow Single Mixed. **Pkt. 10c.**
See Asters under Novelties.

BABY BLUE EYES (a). Nemophila insignis blue; ideal as bulb-bed cover. **Pkt. 10c;** **oz. 50c.**

BACHELOR'S BUTTON or "Corn-flower" (a). Blue, Pink, or Mixed. **Pkts. 10c.**

BALSAM, Camellia-Flowered (a). Mixed. **Pkt. 10c.**

BEGONIA (p). Tuberous-rooted, Giant Camellia Doubles, Mixed. **Pkt. 50c.**

BLUE LACE FLOWER. Didiscus (a). **Pkt. 10c.**

CALCEOLARIA, "Pocketbook Flower" (a). Giant Hybrids Mixed. **Pkt. 50c.**

CALENDULA (a). Ball's Gold: deep yellow. **Pkt. 15c.** Ball's Masterpiece: orange. **Pkt. 15c.** Art Shades Mixed. **Pkt. 10c.** New Pacific Beauty Type: heat-resistant, mixed. **Pkt. 15c.**

CALIFORNIA POPPY. Eschscholtzia (aw). True golden-orange. **Pkt. 10c; oz. 45c.** Hybrida Many-Colors Mixed. **Pkt. 10c; oz. \$1.00.**

CAMPANULA. "Canterbury Bells" (b). Cup-and-Saucer Mixed. **Pkt. 10c.**

CANDYTUFT (a). Giant Hyacinth-flowered; white. **Pkt. 10c.** Umbellata Mixed. **Pkt. 10c.**

CARNATION (p). Chabaud's Giant Mixed: extra large, fully double. **Pkt. 15c.**

CHRYSANTHEMUM, Annual. "Painted Daisy" (a): fine spring cut flower. Mixed. **Pkt. 10c.**

CINERARIA (a). H and S. Calif. Giant Strain: ideal for pots or shade. Mixed. **Pkt. 50c.**

CLARKIA (aw). Cutflower Mixture. **Pkt. 10c.**

COLUMBINE. Aquilegia (p). Long Spurred Blue Shades. **Pkt. 25c.** Long Spurred Hybrids Mixed. **Pkt. 25c.**



FIESTA COSMOS (Described with New Flowers)

CORAL BELLS. Heuchera (p). Sanguinea: coral red; Hybrids Mixed. **Pkts. 25c.**

COSMOS (a). New Early Radiance. **Pkt. 15c.** Early Sensation Mixed. **Pkt. 15c.** Late Single Mixed. **Pkt. 10c.** See also under Novelties.

DAHLIA (p). Better Gardens Exhibition Mixed. **Pkt. 25c.** Unwin's Dwarf Hybrids. **Pkt. 25c.**

DELPHINIUM (p). Pacific Hybrids, Round Table Series; cross-pollinated Mixed. **Pkt. 25c.**

DIANTHUS. "Pinks". Gaiety Mixture (a). **Pkt. 10c.** Plumarius Cyclops Mixed (p). **Pkt. 15c.**

DIMORPHOTHECA. "African Daisy" (a). Hybrids Mixed. **Pkt. 10c.**

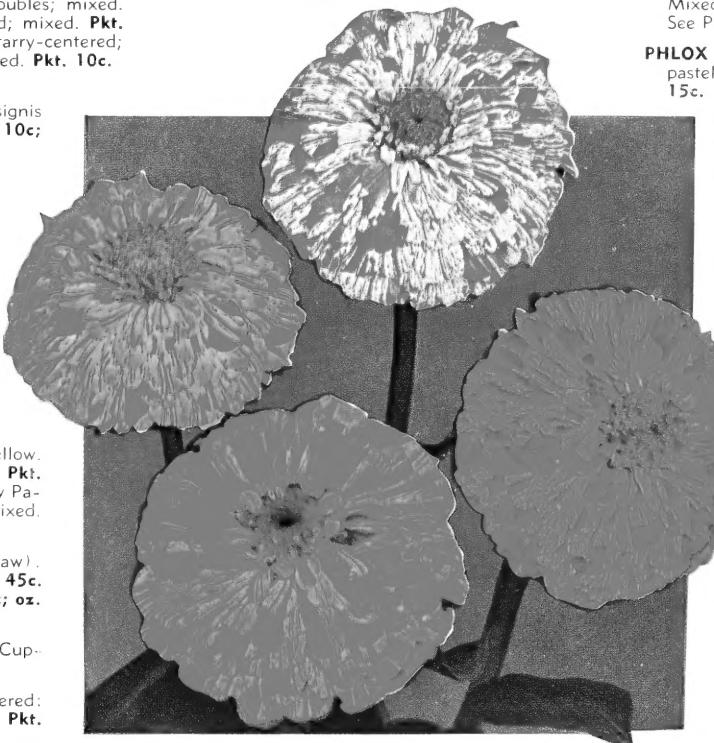
FORGET-ME-NOT. Myosotis (ap). Blue Bird: the best deep blue, free flowering. **Pkt. 15c.**

FOXGLOVE. Digitalis (b). Shirley Mixed: for showy height in shade. **Pkt. 10c.**

GAILLARDIA (ap). Double Mixed. **Pkt. 10c.**

GLOXINIA (p). Better Gardens Mixed. **Pkt. 50c.**

GODETIA (aw). Tall Double Mixed or Half-Dwarf Single Mixed. **Pkts. 10c.**



PEPPERMINT STICK ZINNIA

GOURLDS (ac). Large or Small Mixed. **Pkts. 10c.**

GYPSOPHILA. "Baby's Breath" (a). Cutting white; sow in open where to remain. **Pkt. 10c.**

HIBISCUS. "Mallow Marvels" (p). Huge 6-inch single blooms. Giants Mixed. **Pkt. 15c.**

HOLLYHOCK (p). Chater's Double Mixed. **Pkt. 15c.**

LARKSPUR (a). Giant Imperial Mixed. **Pkt. 10c.**

LINARIA. "Baby Snapdragon" (a). Sow in open anytime; Hybrids Mixed. **Pkt. 10c.**

LINUM. Scarlet Flax (a). **Pkt. 10c.** Blue Flax (p). **Pkt. 15c.**

LOBELIA (a). Cambridge Blue: light blue. **Pkt. 15c.** Crystal Palace: dark blue. **Pkt. 15c.**

MARIGOLD (a). African-type Sunset Giants Mixed. **Pkt. 15c.** Dwarf French Yellow Pygmy, and Harmony Hybrids Mixed. **Pkts. 15c.**

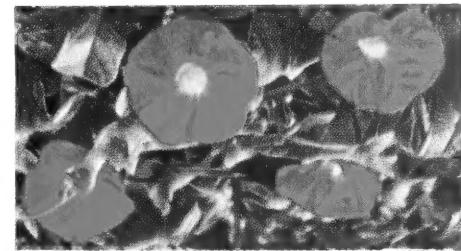
MIGNONETTE (a). Fragrant Machet Mixed. **Pkt. 10c.**

MINA LOBATA. "Flag of Spain Vine" (ac). Red-and-gold cutflowers in fall. **Pkt. 25c.**

MORNING GLORY (ac). Heavenly Blue; Scarlett O'Hara: crimson; Darling: red-and-white. **Pkts. 15c.**

NASTURTIUM (a). Double Gleam Mixed; Golden Gleam: yellow; Dwarf Double Gem Mixed; Tall Single Mixed; Single Dwarf Mixed. **Pkts. 15c.**

NIEREMBERGIA. "Dwarf Cup Flower" (p). Lavender-Blue or Purple Robe: deeper. **Pkts. 25c.**



DARLING MORNING GLORY

PANSY (ba). Imported Roggli Swiss Giants Mixed, and Steele's Mastodon Jumbo Mixed. **Pkt. 25c; 1/16 oz. \$2.00.**

PENSTEMON (p). Sensation Mixed. **Pkt. 15c.**

PETUNIA (pa). Compact, single varieties: Celestial Rose, Rosy Morn, Heavenly Blue (Silver Blue), All Colors Mixed. **Pkt. 10c.** Ruffled Giants of California Mixed. **Pkt. 35c.**
See Petunias under Novelties.

PHLOX DRUMMONDI (a). 1-foot Mixed; Mellow Moon: pastel yellow (8-in.); Dwarf (6-inch) Mixed. **Pkts. 15c.**

POPPIES, Iceland (pa). Sanford's Giants Mixed: large, fine, many colors. **Pkt. 15c.**

POPPIES, Shirley (a). Single Mixed; Double Mixed. **Pkts. 10c.**

PORTULACA. "Moss Rose" (ag). Single Mixed. **Pkt. 10c.** Double Mixed. **Pkt. 15c.**

PRIMROSE. Primula malacoides (a): New Colors Mixed. **Pkt. 25c.** Primula obconica (ba): All Shades Mixed. **Pkt. 50c.** Primula Veris Polyanthus (p): Giant English Mixed. **Pkt. 50c.**

SALPIGLOSSIS (a). Emperor Mixed. **Pkt. 10c.**

SCABIOSA. "Pincushion Flower" (a). Giant Mixed. **Pkt. 10c.**

SCHIZANTHUS. "Poor Man's Orchid" (a). Mixed. **Pkt. 25c.**

SNAPDRAGON (pa). Tall Maximum Mixed; Medium Mixed; New Tetra Mixed; Colossal Mixed. **Pkts. 15c.**
Tetra Separate Colors, see Novelties.

STOCKS. Giant Imperial Mixed (a). **Pkt. 15c.** Brompton (pa): Dwarf Mixed. **Pkt. 25c.**
See Trysomic Stocks under Novelties.

SWEET PEAS (ac). New Cuthbertson Mixed. **Oz. 50c;** **1/2-oz. 30c.** New Multiflora Mixed (8 flowers per stem). **Pkt. 50c.**

SWEET SULTAN. Centaurea (a). Mixed. **Pkt. 10c.**

SWEET WILLIAM (b). Single Mixed. **Pkt. 15c.**

VERBENA (pa). Grandiflora Mixed. **Pkt. 15c.**

VIOLA (ba). Blue Perfection; Chantreyland (apricot); Yellow; White Perfection; Formula Mixed. **Pkts. 15c.** Quadruple pkts. **35c.**

VIRGINIAN STOCK (ag). Quick edging; Mixed. **Oz. \$1.00;** **1/4-oz. 30c;** **Pkt. 10c.**

WILD FLOWER MIXTURE (a). Twenty California native flowers, blended to give a long spring bloom. **Lb. \$7.00;** **oz. 70c;** **Pkts. 25c and 10c.**

ZINNIA (a). (See also under Novelties.)

Super Giants: new colors, mixed. **Pkt. 15c.**

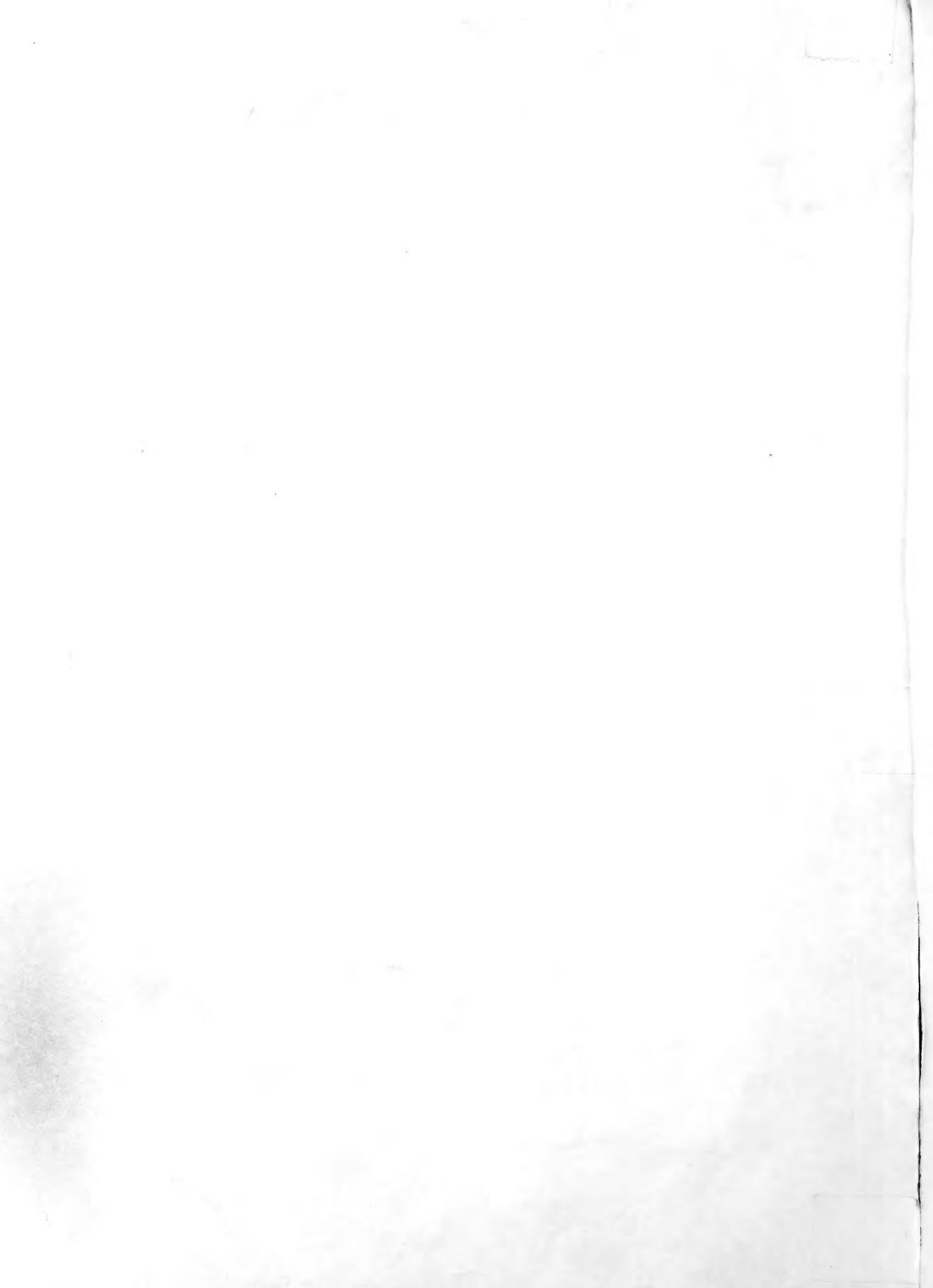
Dahlia-Flowered Giant Type: Canary Bird; Crimson Monarch; Lavender Dream; Exquisite Pink; Golden State Orange; Polar Bear White; Royal Purple; Will Rogers Scarlet; Gold Medal Mixed; Super Crown of Gold, Pastel Tints. **Pkts. 15c.**

Calif. Giants (tallest; largest). Mixed. **Pkt. 15c.**

Fantasy: curly-petaled; Mixed. **Pkt. 15c.**

Cut-and-Come: medium-sized; Mixed. **Pkts. 10c.**

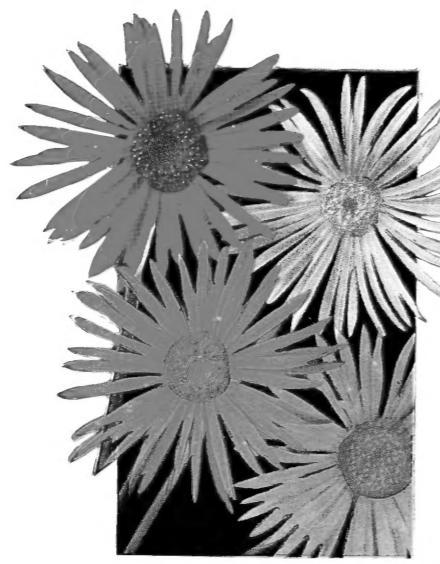
Lilliput (Pompon). Pastel Mixed. **Pkt. 15c.** All Colors Mixed. **Pkt. 10c.**



BETTER BULBS FOR SPRING PLANTING



TUBEROSE



TRANSVAAL DAISIES

"LILY OF THE INCAS"

Sprekelia formosissima (*Jacobeum Lily; Orchid Amaryllis*). Large, dark scarlet orchid-shaped flowers two to four times each year from evergreen bulbs set shallowly in sun, where water may be withheld alternately for a few weeks, then given copiously for a few weeks. **Each 50c; doz. \$5.50.**

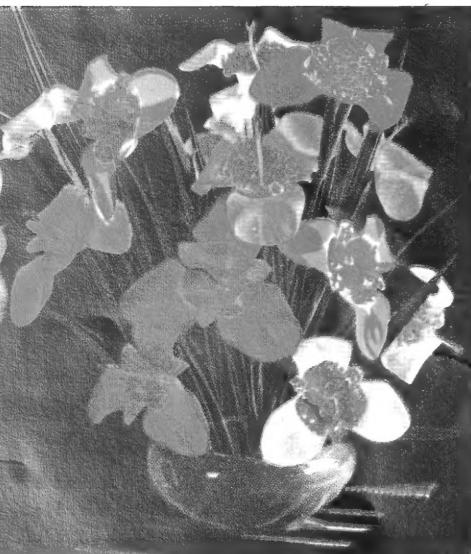
HYBRID MONTBRETIAS

Montbretias are easily grown in sun in light soil and leaf-mold, kept well-watered, and resemble miniature gladioli. **New Hybrid Mixture**, in shades of gold, orange, and mahogany, flowers June-August. **3 for 40c; doz. \$1.50.**

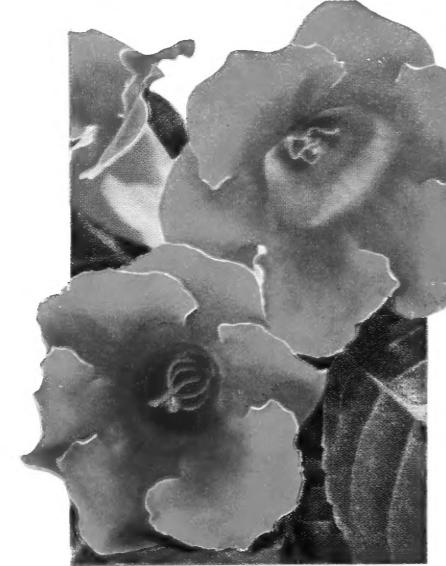
PINK & YELLOW CALLAS

Pink Calla (*Zantedeschia Rehmannii*). Rose-pink blooms in half-shade (not dense shade) in May. **Each 35c; doz. \$3.50.**

Yellow Calla (*Z. Elliotiana*). Golden yellow flowers in May; distinctive, spotted leaves . . . needs some sun. **Each 35c; doz. \$3.50.**



TIGRIDIA (MEXICAN SHELL FLOWER)



GLOXINIA

NEWER GLADIOLUS

Chamouny. Beautiful deep rose-pink, attractively edged with silver; many flowers out at once.

Daisy Mae. Beautiful, tall salmon orange.

Elizabeth the Queen. Lovely clear lavender with a golden throat; many ruffled flowers out at once.

Ethel Cave Cole. Pure light rose-pink spikes on tall stems.

Sherwood. New large ruffled royal purple. Plant with Elizabeth the Queen and Lady Jane for an effect!

Lady Jane. Exhibition light yellow, with deeper lower petals.

Mansoor. New rich dark blood red.

Miss Wisconsin. Outstanding new bright rose-pink; a prize-winner at many recent shows.

Mother Machree. Beautiful "smoky" copper.

Ravel. This lovely new variety is the closest approach to a blue gladiolus; medium-blue with a purple throat.

Red Charm. Rich velvety red, with up to 9 florets open at once on a tall straight stem.

Snow Princess. Large and fine pure white; perfectly-placed wide-open flowers on tall, straight stems.

Spic and Span. Tall ruffled salmon-pink.

Spotlight. Great new dark yellow, with a scarlet blotch in each large flower's throat.

Valeria. Beautiful ruffled bright scarlet-red, set off by a hint of cream deep in the throats.

White Goddess. New heavily ruffled white with creamy center.

Yellow Herald. Finest tall clear yellow for cutting.

All above Sep. Colors, No. 1 bulbs, Doz. \$1.00; 100 \$7.00.

Rainbow MIXTURE. Contains these and other choice varieties. **Doz. 85c; 100 \$6.00.**

DAFFODIL AMARYLLIS (*Hymenocallis*)

Ismene calathina (*Peruvian Daffodil*). Several very large, pure white fragrant flowers on a strong stalk in May-June. Wide green foliage. **Each 40c; doz. \$4.00.**

Pancratium maritimum (*Sea Daffodil*). Similar to Ismene, but flowers somewhat smaller, foliage narrower and gray-green. Blooms Aug.-Sept. **Each 20c; doz. \$2.00.**



LILIUM SPECIOSUM RUBRUM

TUBEROUS BEGONIAS

The breath-takingly beautiful blossoms of Tuberous Begonias are first choice for color and show in shade each summer and early fall. They are easily grown in pots or out-of-doors in a rich, light, well drained soil containing a high percentage of leaf mold. **Full directions for culture with every order.**

Camellia-Flowered Doubles. The huge flowers (4 to 6 inches in diameter) resemble Camellias. Choose from the following separate colors: Pink, Rose, Salmon, Apricot, Scarlet, Dark Red, Yellow, and White; also Mixed.

Giant Frilled Singles. The beautifully ruffled flowers hold their heads well up for bedding. Choose from all above separate colors or mixed.

Carnation-Flowered Doubles. The giant flowers have fimbriated petals, resembling those of Carnations. Choose from the following separate colors: Rose, Salmon, Scarlet, Yellow, or All-Colors Mixed.

Hanging-Basket Type. Lovely, large, pendulous double flowers for pots, window boxes, and hanging-baskets. Choose from the following colors: Rose, Salmon, Scarlet, Yellow, and All-Colors Mixed.

Prices of All Colors and Varieties of Tuberous Begonias: Large Tubers (1½ to 2 inches in diameter; domestic-grown, by Vetterle at Capitola), each 35c; dozen \$3.50.

FANCY-LEAVED CALADIUMS

Easily the most beautiful and spectacular of foliage plants for the greenhouse, where they may be started from March to May. Plants may be set in wind-sheltered shade during the summer, and are lovely gifts for indoor decoration through spring and summer.

Green-and-White; Pink-and-Green; Red-and-Green; and Many Types Mixed.

Each 50c; dozen \$5.50.

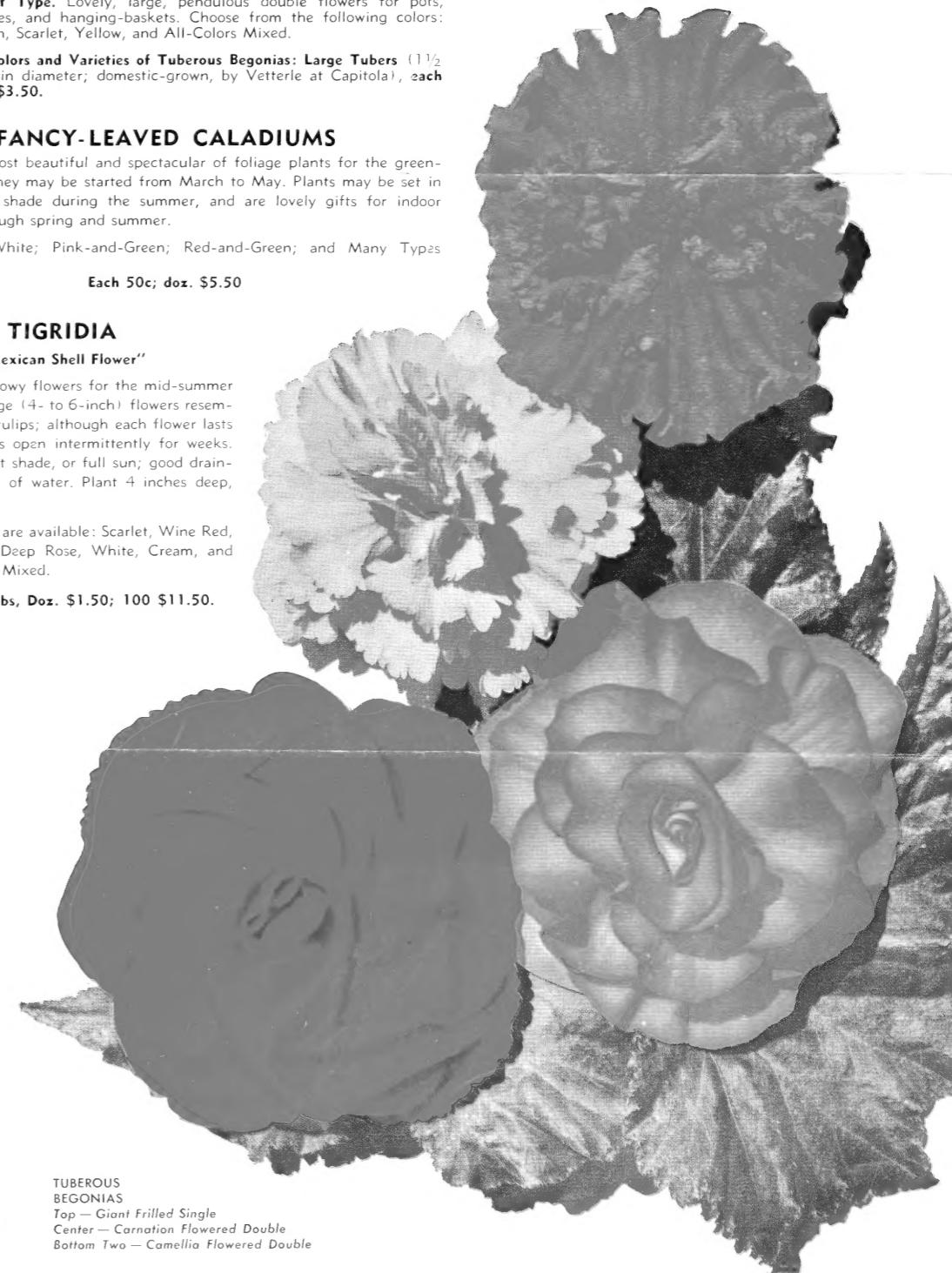
TIGRIDIA

"Mexican Shell Flower"

Extremely showy flowers for the mid-summer garden. The large (4- to 6-inch) flowers resemble wide-open tulips; although each flower lasts but a day, buds open intermittently for weeks. Prefer very light shade, or full sun; good drainage, but plenty of water. Plant 4 inches deep, 6 inches apart.

Separate Colors are available: Scarlet, Wine Red, Pink, Rose, Deep Rose, White, Cream, and Yellow; also Mixed.

Top-size Bulbs, Doz. \$1.50; 100 \$11.50.



TUBEROUS
BEGONIAS
Top — Giant Frilled Single
Center — Carnation Flowered Double
Bottom Two — Camellia Flowered Double

TUBEROSE

These waxy-white, intensely fragrant flowers in spikes are old-time favorites for the garden, potting, and cutting, enjoying a new wave of popularity.

Double Pearl. Double white. **Each 20c; dozen \$2.00.**

Single Mexican. Single white. **2 for 25c; dozen \$1.25.**

GLOXINIA

Gorgeous shade-loving pot plants with large, open red, blue, violet, and white flowers above the huge soft leaves.

Start on moist peat or leaf mold January to March and pot off when sprouted, for late spring bloom.

Belgian Hybrids, Mixed. **Each 45c; dozen \$4.50.**



COMANCHE PETUNIA

ALYSSUM, Royal Carpet. True royal purple, deeper in color than Violet Queen, earlier, and dwarfier, but spreading to 10 inches across, this top All-American winner for '53 is the perfect edging or bedding plant for your 1953 garden. **Pkt. 25c.**

ALYSSUM, Tetra Snowdrift. Masses of large snow-white blooms on husky, stiff stems, resembling giant hyacinth-flowered candytuft, but more uniform in height, and better for cutting as well as a perfect one-foot border plant. **Pkt. 15c.**

ASTER, Wilt Resistant Super Giants. At last the largest and most desirable cutting Aster is available in a full range of colors in a Wilt-resistant strain. Mixed. **Pkt. 25c.**

CELOSIA, Giant Pampas Plume. Huge silky plumes in a mixture of bronze, copper, gold, and sunset shades, with a few reds. Thriving on hot weather, it is extremely easy to grow, for beds or cutting. **Pkt. 15c.**

Golden Fleece. Giant yellow plumes. **Pkt. 25c.**

COSMOS, Fiesta. Gay scarlet flowers, striped with gold, freely produced, early and long, on compact 2 1/2-foot plants. The semi-double ruffled blooms bring a great new color-combination to Cosmos and to your garden. **Pkt. 15c.**

PETUNIA, Comanche. All-America Selection for '53, this might be described as Fire Chief Improved, for the color is a richer coral red, which does not fade. You will enjoy this brilliant red single-flowered Petunia for months. **Pkt. 50c.**

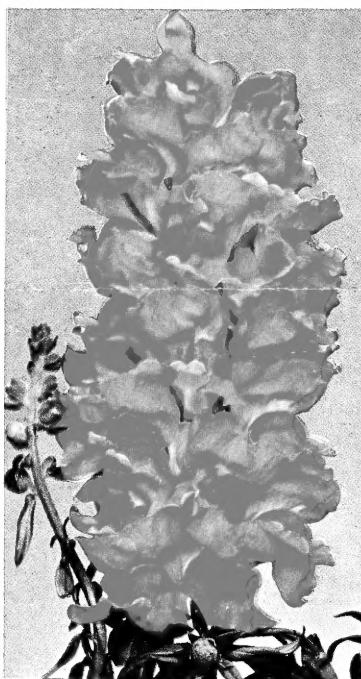
PETUNIA, Lipstick. Compact bedding type like Rose of Heaven, but a deeper, richer shade of glowing carmine-rose with a salmon sheen. **Pkt. 25c.**

PETUNIA, Pink Frills. Beautifully-ruffled rich pink flowers on low, compact plants ideal for pots or bedding. **Pkt. 25c.**

BETTER GARDENS Presents the Best NEW FLOWERS for Your 1953 Garden

SNAPDRAGON, Tetra Separate Colors. Vigorous, medium-height plants with sturdy stalks and closely-spaced large ruffled florets. Apple Blossom Pink with white tube, Clear Rich Rose, Clear Yellow, Orchid-lavender, Sunset (Copper shades), Pure White, and All-Colors Mixed. **Pkts. 25c each.**

TRYSONIC STOCK. Giant Imperial (Bismarck) Type, bred to produce approximately 90% double-flowering plants. Contrary to other strains of Stock, the weaker seedlings are the singles, and by discarding these, nearly 100% double beds often result. All Colors Mixed. **Pkt. 25c.**



SNAPDRAGON, TETRA ROSE

PHLOX, Globe Mixed. The 6-inch plants form perfect rounded mounds or globes literally covered with blooms. Beautiful in pots and in the garden. **Pkt. 25c.**

ZINNIA, Burpee Hybrids. Very large flowers, with the fluffy but not twisted petals generally called cactus-flowered. There are many lovely new pastel shades and bicolors in the mixture. **Pkt. 15c.**

ZINNIA, Floradale Scarlet. Deep scarlet flowers, nearly as large as Dahlia-flowered Zinnias, but with cactus-type petals. **Pkt. 15c.**

ZINNIA, Peppermint Stick Mixed. A brilliantly-striped Cut-and-Come-Again Zinnia mixture, containing red and white, red and yellow, pink and white, orange and yellow, and purple and white perfectly double medium-large flowers freely produced all summer. **Pkt. 25c.**

ZINNIA, Persian Carpet. These perfect miniature Zinnias begin blooming early, and form 1-foot mounds of brilliant color. The variegated flowers are freely produced on good stems for cutting, with dainty foliage (unlike most Zinnias), and fit in a modern room, or old-fashioned bouquet. **Pkt. 25c.**

ZINNIA, Linearis Mixed. Two new shades are now added to the gay yellow-striped orange, long a summer and fall favorite for its even habit and solid color mass for months: Deep Yellow and White. Height 8 to 10 inches. **Pkt. 25c.**



PERSIAN CARPET ZINNIA

MAIL ORDERS

Postage Prepaid on All Seed and Bulb Orders.
Quantity Prices: 50 bulbs of a single variety take the 100 rate; 6 take the dozen rate.

All Prices are subject to change without notice; better order early.